

Benson & Hedges 100's

I never saw
it happen.

that's the breaks.



Regular and Menthol

18 mg. "tar," 1.0 mg. nicotine av. per cigarette, FTC Report Dec. '76

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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"I Never Saw It Happen" (Reb Brown)
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Newsweek—June 13, 1977
Parthouse—August 1977
Sport—September 1977
Viva—October 1977

Psychology Today—July 1977
New York—October 3, 1977
Westways—September 1977
New West—August 29, 1977

Wells, Rich, Greene, Inc.